

**WHAT IS CLAIMED IS:**

- Sub A<sup>5</sup>
1. A method of creating a local information label, the local information label comprising a plurality of category labels which identify categories of program content, the method comprising the steps of:
- providing information to a user which describes each of the category labels;
- prompting the user to input a value for each of the category labels in response to the provided information; and
- 10 forming the local information label based on the input values.
2. The method of claim 1, wherein the information provided to the user comprises descriptive phrases which describe categories of program content.
- 15 3. The method of claim 2 further comprising the step of receiving from a remote source the descriptive phrases.
4. The method of claim 2, wherein the descriptive phrases comprise standardized definitions.
- 20 5. The method of claim 1, further comprising the step of displaying graphically the values for the category labels.
6. The method of claim 1, wherein the steps of providing information to
- 25 the user and prompting the user are carried out for each of the category labels.
7. An apparatus for creating a local information label, the local information label comprising a plurality of category labels which identify categories of program content, the apparatus comprising:
- Sub A<sup>2</sup>

means for providing information to a user which describes each of the category labels;

means for prompting the user to input a value for each of the category labels in response to the provided information; and

5 means for forming the local information label based on the input values.

8. The apparatus of claim 7 further comprising:

10 means for prompting the user to identify a person associated with the local information label; and

means for storing in the local information label an identification code which identifies the person.

9. The apparatus of claim 7, further comprising:

15 means for prompting the user to identify a group of people associated with the local information label; and

means for storing in the local information label an identification code which identifies the group of people.

20 10. The apparatus of claim 7, further comprising:

means for prompting the user to identify a daily time period associated with the local information label; and

means for storing in the local information label a timing code which identifies the daily time period.

25

11. The apparatus of claim 7, further comprising means for storing a local information label for each of a plurality of users.

-58-

12. The apparatus of claim 7, further comprising means for storing a local information label for each of a plurality of combinations of users.

5 13. The apparatus of claim 7, further comprising means for storing a local information label for each of a plurality of daily time periods.

10 14. The apparatus of claim 7, further comprising at least one of: an audio storage medium, a data storage medium, and a video storage medium for storing the information provided to the user.

15 15. The apparatus of claim 7, further comprising a portable memory for storing the local information label.

16. An apparatus for creating a local information label, the local information label comprising a plurality of category labels which identify categories of program content, the apparatus comprising:

means for presenting questions to a user which are related to the category labels;

means for receiving answers to the questions presented to the user;

20 means for assigning a value to each of the category labels based on the received answers; and

means for forming the local information label based on the values assigned to each of the category labels.

25 17. The apparatus of claim 16, wherein the questions presented to the user are indirectly related to the category labels.

18. The apparatus of claim 16, wherein the questions presented to the user are descriptive phrases which describe the categories of program content associated with the category labels.

5 19. An apparatus for selecting a local information label for at least one program user, the apparatus comprising:  
means for storing a local information label which is associated with the at least one user;  
means for inputting an identification code which identifies the at least  
10 one user; and  
means for activating the local information label associated with the at least one user based on the input identification code.

20. The apparatus of claim 19, wherein the means for inputting an  
15 identification code comprises means for passively identifying the at least one user.

21. The apparatus of claim 20, wherein the means for passively identifying the at least one user comprises at least one of: means for identifying a physical feature of the at least one user's face, means for identifying a heat signature of the at least  
20 one user, means for identifying a voice pattern of the at least one user and means for identifying a fingerprint of the at least one user.

22. An apparatus for selecting a local information label for a program user, the apparatus comprising:  
25 means for storing a plurality of local information labels associated with a plurality of user ages;  
means for inputting an age of the user; and  
means for activating one of the plurality of local information labels based on the input age of the user.

-60-

23. An apparatus comprising:

means for receiving at a user station a program which includes a program signal and a transmitted information label having at least one category label value which identifies a content of the program signal;

5 means for storing an identification code of the user for each program presented to the user; and

means for storing the at least one category label value for programs presented to the user to compile a viewing history for the user.

10 24. The apparatus of claim 23, further comprising means for presenting to the user a menu of programs based on the viewing history for the user.

25. The apparatus of claim 23, further comprising means for inputting a signal which indicates the user's level of enjoyment of a program.

15

26. The apparatus of claim 25, further comprising means for presenting to the user a menu of programs based on the input signal which indicates the user's level of enjoyment of a program.

20

27. A method of forming a local information label, the local information label comprising at least one local category label which identifies a category of program content, said at least one local category label having an associated value which identifies an acceptable level of program content, the method comprising the steps of:

25

presenting a program to a user;

presenting to the user a representation of a transmitted category label having a value which identifies the content of the program;

receiving an indication from the user that the content of the program is unacceptable;

-61-

modifying the value associated with the local category label based on the received indication from the user that the content of the program is unacceptable; and

5 forming the local information label based on the modified value associated with the local category label.

28. The method of claim 27, wherein the modifying step comprises reducing the value associated with the local category label such that it is less than the value associated with the transmitted category label.

10

29. The method of claim 28, further comprising the step of blocking at least a portion of the program or substituting program material for objectional material when the value associated with the local category label is less than the value of the transmitted category label.

15

*Sub 27*  
30. An apparatus for forming a local information label, the local information label comprising at least one local category label which identifies a category of program content, said at least one local category label having an associated value which identifies an acceptable level of program content, the apparatus  
20 comprising:

means for presenting a program to a user;

means for receiving an indication from the user that the content of the program is unacceptable;

25 means for modifying the value associated with the local category label based on the received indication from the user that the content of the program is unacceptable; and

means for forming the local information label based on the modified value associated with the local category label.

31. The apparatus of claim 30, further comprising means for indicating whether the modification of the value associated with the local category label is to be temporary or permanent.

5           32. The apparatus of claim 30, wherein the means for receiving an indication comprises a button on a remote control device, the button being associated only with the local information label.

10           33. The apparatus of claim 30, wherein the means for receiving an indication comprises a voice recognition system.

Sub 15           34. A method for scheduling an advertisement during a program, the program having a program information label which rates the instantaneous content of the program at at least two levels, the method comprising the steps of:  
                  scanning the program information label to ascertain the instantaneous content level of the program over the duration of the program; and  
                  transmitting the advertisement at a time based on the instantaneous content level of the program information label.

20           35. An apparatus for creating a combination local information label associated with a first user and a second user, the apparatus comprising:  
                  means for receiving first and second local information labels associated respectively with the first and second users;  
                  means for creating the combination local information label based on the first  
25           and second local information labels.

36. The apparatus of claim 35, wherein the first, second, and combination local information labels each comprise at least one category label having an associated value which identifies a level of program content, and the apparatus further comprises

-63-

means for averaging the values associated with the category labels of the first and second local information labels to obtain a value associated with the category label of the combination local information label.

5

37. An apparatus comprising:

means for receiving a program signal and a transmitted information label;

means for storing a local information label; and

means for modifying the local information label based on the transmitted information label.

add  
B1  
add  
B2  
add  
C5  
Add  
E1  
Add  
F2